



EDUCATION WORKSHOP Ever Changing Digital Marketing

Wednesday, May 9, 2018

9:45 a.m. to 3:15 p.m.

Stoney Creek Hotel & Conference Center Columbia

Ever Changing Digital Marketing, an industry-specific education workshop for tourism professionals will be held from 9:45 a.m. to 3:15 p.m. at Stoney Creek Hotel & Conference Center, 2601 South Providence Road, in Columbia, MO on Wednesday, May 9, 2018.

In this education workshop, we won't be talking about just the nuts and bolts of digital marketing. We want to make sure that attendees walk away knowing what is hot and what is not, is there a real ROI that can be used that will even remotely satisfy management and number crunchers, the importance of not only the direct impact, but PR's impact as well, what is the consensus regarding the future, etc. We'll take a look at **Ever Changing Digital Marketing** from the perspective of a CVB, a hotel and an attraction. Join Sean Dixon from the Springfield Convention & Visitors Bureau for an informative presentation and discussion.



Sign up for this Missouri Travel Council Education Workshop Today:

- | | | | |
|--------------------------|--------------------|---------------------------|-------------------------------|
| <input type="checkbox"/> | Members | \$45.00 Per Person | <i>(Price Includes Lunch)</i> |
| <input type="checkbox"/> | Non-Members | \$60.00 Per Person | <i>(Price Includes Lunch)</i> |

AMOUNT PAID: \$

Name:

Company:

Address:

City:

State:

Zip Code:

Telephone #:

Email Address:

Please fill out a form for each person attending. Simply complete this form and pay your registration securely online at <http://missouritravel.com/education/tourism-workshops/>. **OR** you can complete this form, print it out and return it with your check (*payable to Missouri Travel Council*). Mail to Missouri Travel Council, 1505 East Riverside Drive, Cape Girardeau, MO 63701-2219.

Are you planning on spending the night? Reserve your room today. Stoney Creek Hotel & Conference Center has set aside a room block at a per room rate of \$93. The number to call is 800-659-2220. Make sure you mention the Missouri Travel Council Education Workshop and the special room block rate. The hotel will hold this block until April 23, 2018. So, make your room reservation today!